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# **Intuit Launches Redesigned QuickBooks ProAdvisor Program with New Points-based System and Innovative Benefits**

## **Program Further Supports Accounting Professionals Globally to Accelerate Their Growth**

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- [Intuit Inc.](#) (Nasdaq: INTU) today announced the launch of the redesigned QuickBooks ProAdvisor Program in the U.S., Canada and Australia. The latest evolution of the program, built into QuickBooks Online Accountant, focuses on key changes based on feedback from members as well as research on global accounting trends. With its new structure and benefits, the new program is designed to support accounting professionals' success and growth.

### **New Points Structure**

The new ProAdvisor Program now provides a points structure that recognizes more of the work accounting professionals already do. Previously, a member's status, or tier, was based only on the number of QuickBooks Online clients and certifications. Now points are granted for all current and new QuickBooks accounting, self-employed and payroll clients, in addition to active certifications (qualifying activities and subscriptions vary by region). If an accountant or bookkeeper is part of a team under the same QuickBooks Online Accountant firm, all points will now be aggregated together as different actions are completed. Over time, the program will add even more ways to earn points.

### **New Elite Tier**

Based on a firm's total points balance, it will be placed in one of four tiers: Silver, Gold, Platinum (previously known as Diamond) and the brand new tier – Elite. The Elite tier recognizes and rewards the most engaged firms by offering all the benefits of the previous tiers, plus additional ones. Current members do not lose any of their existing benefits held prior to the new program changes, nor does it impact their Find-A-ProAdvisor listings, Intuit's global platform that connects small businesses to an accounting professional certified in QuickBooks. All tiers have received additional benefits to help ProAdvisors continue to grow their firms and expertise.

### **Access to Valuable Benefits**

In addition to the training, customer support and software discounts of today, the new program offers even more ways to help accounting professionals market and grow their firms. Some of these benefits include:

- Master Classes and Grow Your Practice workshops for hands-on specialty training on how to improve business (available in the U.S. only).

- Special discounts for Constant Contact for ProAdvisors who want to develop deeper connections with clients through strategic email campaigns and Squarespace for those who want to refresh their website or create a new one.
- Access for Gold, Silver and Elite members to the new ProAdvisor Merchandise Store so that members can showcase their expertise around town with QuickBooks gear.
- Access to the new [Intuit Marketing Hub](#) to tap into Intuit's expansive library of marketing resources, guides and templates, including some content available only to ProAdvisors.

"The goal of the ProAdvisor Program is to provide support for our accounting partners so they can accelerate their growth within Intuit's ecosystem. With these new changes and updates, we hope it is even easier and more rewarding to participate in the program," says Julie Chen, Global Leader for the QuickBooks ProAdvisor Program, Intuit QuickBooks. "Accountants bring such value to their clients and strong insights within the industry, and it's important that we work with them to drive positive change."

The ProAdvisor Program is available for free to all accounting professionals using QuickBooks Online Accountant. To access this program, log into QuickBooks Online Accountant and choose the ProAdvisor tab on the left-hand side.

More information about the program and the ability to sign up for free today is located here:

U.S. QuickBooks ProAdvisor Program:

<https://quickbooks.intuit.com/accountants/proadvisor/>.

Canada QuickBooks ProAdvisor Program: <https://proadvisor.intuit.ca/cloud-accounting/index.jsp>

Australia QuickBooks ProAdvisor Program:

<https://quickbooks.intuit.com/au/accountants-and-bookkeepers/proadvisors/>

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